

## **Historic, Archive Document**

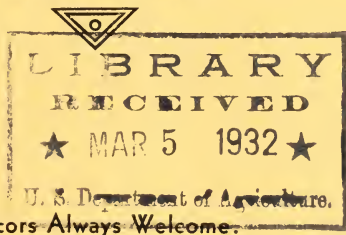
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62,57

"Jersey Grown"  
**Dahlias**  
**Gladiolus**

**1932**



Postage Paid On All Orders of One Dollar  
or Over.

Cash With Order.

All Stock Guaranteed True to Name.



**Bennett K. Matlack**

COTTAGE AVE. AND OXFORD ST.

BRIDGETON, N. J.

## DAHLIAS

Roots shipped after April 1st, unless otherwise ordered.  
Plants shipped after May 15th. Twenty-five cents extra for  
Special Delivery on Plants is good insurance.

No Dahlia Plants shipped after June 15th.

C., Cactus; S-C., Semi-Cactus; I. D., Informal Decorative;  
F. D., Formal Decorative; P., Peony.

**ADDA PATTERSON.** C.—Pure white. Always good. Roots 75c; Plants 50c.

**ALICE WHITTIER.** S-C.—Good primrose yellow cactus. Roots \$1.00; Plants 50c.

**AMARILLO GRANDE.** I. D.—Bright yellow with many enormous flowers. Very fine. Plants 50c.

**AMBASSADOR.** C. — Soft yellow buff, shaded salmon pink. Really hard to beat. Roots 50c.

**AMERICAN LEGION.** S-C.—Won at Atlantic City, the highest honor ever given a Dahlia. An immense flower, 13½ x 9 inches, of a bright yellow on a robust bush and long, perfect stems. This Dahlia has a real future.  
Plants \$7.50.

**AMERICAN TRIUMPH.** C.—Large, bright oriental red. Good. Roots \$2.00; Plants \$1.00.

**ANDREA ERICSON.** I. D.—Splendid white. Plants \$3.50.

**ANN RUTLEDGE.** S-C.—Large flowers of glowing rose cerise petals with mallow pink reverse. Fine stems. Plants \$1.50.

**AVALON.** I. D.—A pure, clear yellow that stands out. Roots 50c each; three for \$1.25.

**AZTEC GLORY.** I. D.—Very large, attractive bright lemon yellow flower of excellent form. Plants 75c.

**BAGDAD.** I. D.—Scarlet flame flower of wonderful size. Good bush and stems. Plants \$3.50.

**BARBARA REDFERN.** F. D.—Blend of old gold and old rose. Grow it. Roots \$1.00; Plants 50c.

**CASPAR G. WARE.** F. D.—Always covered with clear violet rose blooms. Medium tall. Roots 50c.

**CHAMPAGNE.** F. D.—Champagne color. Grows well and is striking. Roots 50c.

**CITY OF TRENTON.** I. D.—An immense Dahlia of an autumn shade hard to describe. A remarkable flower. Plants 75c.

**CLAIR WINDSOR.** S-C. Large, pure white flowers on perfect stems. Plants 75c.

**COLOR SERGEANT.** I. D.—Large, beautiful salmon orange. A real Dahlia. Roots \$1.50; Plants 75c.

**DADDY BUTLER.** S-C.—Carmine rose, reverse lighter. Try it. Roots 50c.

**DERRILL W. HART.** I. D.—Deep orange or copper shading to brown. Good keeper. Plants \$1.25.

- DWIGHT W. MORROW. I. D.**—Gigantic red Dahlia on strong bush. Plants \$4.00.
- EAGLE ROCK BEAUTY. S-C.**—Beautiful combination of pink and cream. Splendid cut flower. Roots \$1.00 each; three for \$2.50; Plants 50c.
- EAGLE ROCK GEM. C.**—Maize yellow shaded pink. Fine cactus Dahlia. Plants \$1.50 each; three for \$4.00.
- EDNA FERBER. S-C.**—Glistening coral, shading to old gold at base of petals. Roots \$1.00; Plants 50c.
- ELITE GLORY. F. D.**—A very large rich red flower. Bush and foliage very strong. Roots 75c each; Plants 50c.
- ELIZA CLARK BULL. F. D.**—Beautiful white. One of the best. Roots \$1.00; Plants 50c.
- ELKRIDGE. S-C.**—White. Bush always full of bloom. Roots 75c; Plants 50c.
- ELLA MAY. C.**—A rich deep crimson carmine. Fine stems. A real flower. Roots 75c; Plants 50c.
- ELLINOR VANDEVEER. F. D.**—Lavender pink. Splendid stems. Roots 50c.
- ELSIE DANIELS. S-C.**—Bluish lavender with white center. Roots 50c.
- EMMA MARIE. S-C.**—Pink shading, white in center. Roots 50c.
- EVA L. QUADLING. I. D.**—A huge, rich deep red variety on fine strong stems. This Dahlia deserves a wider circle of friends. It is wonderful. Roots \$2.00; Plants \$1.00.
- FAITH GARIBALDI. F. D.**—Very large rose pink. Roots 50c.
- FORDHOOK VICTORY. I. D.**—Very large flower of a pleasing formation. Rich Tyrian rose. Roots 75c; Plants 50c.
- FORT MONMOUTH. I. D.**—Rich crimson maroon, tips of petals bluish violet. Absolutely striking. Roots \$2.00 each; three for \$5.00; Plants \$1.00.
- FORT WASHINGTON. F. D.**—Immense dark red flowers on splendid stems and bush. Roots \$1.00 each; three for \$2.50; Plants 50c.
- FRAU O. BRACHT. C.**—Fine new cactus of light primrose yellow. Plants \$1.25.
- F. W. FELLOWS. C.**—Orange terra-cotta. Roots 50c.
- GALLI-CURCI. I. D.**—Large deep flower of a salmon orange with a gold sheen. Roots \$2.00; Plants \$1.00.
- GEORGE L. FARNUM. F. D.**—Striking old gold color. Roots \$1.50; Plants \$1.00.
- GLORY OF MONMOUTH. F. D.**—Salmon pink, light orange at base of petals. Plants 50c.

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Order Early and Avoid Disappointment

- GOOD NIGHT. I. D.**—A dark Dahlia of ox-blood red, shaded maroon, on perfect stems and bush. Plants \$2.00.
- IAN. C.**—Large flower of clear yellow, shading to pink on outer petals, reverse golden suffusion. Plants 50c.
- IDA PERKINS. F. D.**—A fine white Dahlia. Roots \$1.00; Plants 50c.
- IMPERIAL PINK. I. D.**—Massive flowers of true pink with primrose shadings. Plants \$4.50.
- ISLAM PATROL. F. D.**—A striking combination of red and gold. Roots 50c.
- JANE COWL. I. D.**—Buff and old gold, blending to rose in center. As near perfect as any Dahlia. Be sure to grow it. Roots 75c each; three for \$2.00; Plants 50c.
- J. D. TORBERT. I. D.**—Many flowers on long wiry stems and good bush. Salmon apricot with flame and gold shadings. Roots \$3.00 each; three for \$7.00; Plants \$1.50.
- JERSEY'S BEACON. F. D.**—Very good and showy Dahlia of Chinese scarlet. Grow it. Roots 50c each; three for \$1.25.
- JERSEY'S BEAUTY. F. D.**—Eosine pink. A truly great Dahlia. Roots 50c each; three for \$1.25; Plants 50c.
- JERSEY'S SOVEREIGN. F. D.**—A beautiful salmon orange on fine stems. Heavy foliage. Roots 50c each; three for \$1.25.
- JIM MOORE. S-C.**—Primrose yellow, shaded gold and salmon. Distinctive flower of good growth. Plants \$1.75.
- JOSEPHINE G. S-C.**—A beautiful, true rose pink flower with petals tipped yellow. Very well recommended. Plants \$2.00.
- JOVE. I. D.**—Large, beautiful, bronze pink flowers. Good stems on tall bush. Plants 75c.
- KATHLEEN NORRIS. I. D.**—A gigantic rose pink flower of splendid substance. One of the finest flowers grown. Roots \$3.00 each; three for \$8.00. Plants \$1.50 each; two for \$2.50.
- KEMP'S VIOLET WONDER. I. D.**—A rich naphthaline violet with a bluish lavender reverse. Good growth. Heavy foliage. A real wonder. Roots \$2.00 each; three for \$5.00. Plants \$1.00 each; three for \$2.50.
- KING MIDAS. I. D.**—Large rich golden yellow flowers on good stems. Roots \$2.00; Plants \$1.00.
- LADY LYNDORA. I. D.**—A pure pastel pink flower on a medium tall bush with good stems. Wonderful bloomer. Beautiful. Roots \$1.00; Plants 50c.
- LITTLE JEWEL. Miniature D.**—A most beautiful small flower of a peach blossom pink. None better for cutting. Roots 35c each; four for \$1.00.

- MABEL DOUGLAS. I. D.**—Artistically formed Dahlia of a pastel lavender. Plants \$2.00.
- MARDI GRAS. F. D.**—American Beauty color. One we have long waited for. The stems and bush are good. You will find this a fine Dahlia. Roots \$2.00; Plants \$1.00.
- MARGARET MASSON. F. D.**—Silvery rose pink. Always in bloom. Roots 50c.
- MARGARET W. WILSON. F. D.**—Fine stems and foliage. Very large flowers of an opalescent pink. Roots 50c each; three for \$1.25.
- MARION BROMALL. C.**—Very large pink and white flowers. Roots \$1.00; Plants 50c.
- MARMION. F. D.**—An immense golden flower with bronze suffusion. Be sure to grow it. Roots 75c. Plants 50c.
- META SCAMMEL. S-C.**—Bright rose pink. The petals twist at the ends making a pleasing flower. One of the best. Roots \$1.00; Plants 50c.
- MONMOUTH CHAMPION. F. D.**—Brilliant orange. Strong grower with perfect stems. Very satisfactory. Roots \$4.00 each; two for \$7.00; Plants \$2.00 each; two for \$3.50.
- MORDELLA. F. D.**—Bright apricot buff. Very large and fine. Roots 50c.
- MRS. ALFRED B. SEAL. F. D.**—Pure, rich glowing old rose flowers on perfect stems and bush. An outstanding Dahlia, almost in a class by itself. Unreservedly recommended. Roots \$3.00 each; two for \$5.50; Plants \$1.50.
- MRS. F. E. BULLARD. P.**—Immense flower of silver pink with long twisted petals. Very showy. Roots 50c.
- MRS. I. de ver WARNER. F. D.**—Orchid lavender. One of the best regardless of price. Roots 35c.
- MRS. JOHN SCHEEPERS. F. D.**—Chamois, edged pink. Strong grower. Roots 50c.
- MY MARYLAND. S-C.**—Bright pink tipped with ivory. Very good flowers. Roots \$1.50; Plants 75c.
- POP STEWART. I. D.**—Lilac pink. A very striking Dahlia. An orchid shade hard to find. Roots 50c.
- PRIDE OF CALIFORNIA. F. D.**—Rich deep red. Very large and fine. Roots 25c.
- PRIDE OF STRATFORD. I. D.**—Face of petals orange, reverse madder brown. Strong grower. Roots 50c.
- PRIMULA REX. I. D.**—Primrose yellow. Large flower on rigid stem. Roots \$1.00; Plants 50c.
- QUEEN OF THE GARDEN BEAUTIFUL. F. D.**—Massive flowers. Lemon yellow. Plants 50c.
- REGAL. I. D.** Beautiful combination of bronze and old rose. Plants \$1.00.

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Order Early and Avoid Disappointment

- ROBERT TREAT. F. D.** — American Beauty  
Rose color. Roots 50c.
- RODMAN WANAMAKER. I. D.**—Bronze yellow  
and pink. Roots \$1.00; Plants 75c.
- ROMAN EAGLE. F. D.**—Burnished copper. An  
uncommon autumn shade. Strong stems.  
Roots 50c each; three for \$1.25.
- SAGAMORE. F. D.**—Golden amber. A choice  
cut flower. Roots 50c each; three for \$1.25.
- SANHICAN'S BLUEBIRD. I. D.**—Violet blue.  
Very unusual Roots 50c.
- SANTA ANNA. S-C.**—Large flower with long  
curling petals. Salmon rose suffused with gold.  
Roots 75c; Plants 50c.
- SEAL'S CALIFORNIAN. I. D.**—Bright golden  
yellow suffused with pink. Good growth and  
stem. Roots \$2.00; Plants \$1.00.
- SILVERADO. C.**—White and silvery lavender  
on good stems. Roots 75c.
- THE LEMONADE. I. D.**—Sulphur yellow on  
long splendid stems. Roots \$1.00; Plants 50c.
- THE WORLD. F. D.**—Rich rosy magenta with  
silver shadings. Growth and stems fine. Plants  
\$1.00.
- THOMAS A. EDISON. F. D.**—Fine large new  
Dahlia of a royal purple color. Plants \$2.00.
- TREASURE ISLAND. F. D.**—Bright autumn  
shade. Roots \$2.00; Plants \$1.00.
- TRENTONIAN. F. D.**—Brown coppery bronze.  
Beautifully formed flowers on rigid stems.  
Roots 50c.
- WALDHEIM SUNSHINE. I. D.**—A good deep  
yellow that shows well under artificial light.  
The stems and bush are ideal. Roots \$2.00;  
Plants \$1.00.
- WATCHUNG SUNRISE. F. D.**—Golden amber,  
reverse showing rose pink. Petals edged rose  
pink. This opens to an enormous flower on  
stiff stems. Roots \$1.50; Plants 75c.
- WATCHUNG WONDER. I. D.**—Rich royal red  
with a gold center. Plants \$2.00.
- W. H. HOGAN. F. D.**—Garnet red with white  
tips extending down center of petals. The best  
variegated Dahlia to date. Roots \$1.00; Plants  
50c.
- WHITE DUTCHESS. F. D.**—A fine white Dah-  
lia imported from Holland last year. The  
White Dutchess has won many prizes in Europe  
and is considered there the outstanding Dahlia.  
You will like it. Plants \$2.50 each; two for  
\$4.50.
- WORLD'S BEST WHITE. I. D.**—Fine white on  
good stems. Roots 50c.



## POMPON DAHLIAS

These Dahlias are very small and are well suited for cutting and decoration. The demand, each year, is growing for these little gems. If you have not grown them, make a selection at once for this season. They are always in flower. Roots only.

**AIMEE** — Very small. Orange apricot. Roots 35c.

**ARTHUR**—Fine scarlet. Roots 25c.

**ATOM**—Fiery red. Very small and mighty good. Roots 35c.

**BELLE OF SPRINGFIELD** — Crushed strawberry. Fine show form. Roots 35c.

**BOBBY**—Plum color. Roots 25c.

**BRONZE BEAUTY** — Gold apricot. Wonderful cut flower. Roots 25c.

**CHARMING** — Lavender pink. Very pretty. Roots 50c.

**DEE DEE**—Pale lilac. Long stems. One of the best. Roots 25c.

**ELIZABETH**—Lemon yellow, tipped red. Roots 25c.

**FASCINATION**—Fawn pink. Roots 25c.

**HAZEL DELL**—Clear pink, edged cerise. Roots 50c.

**JOE FETTE**—Small white. Roots 35c.

**JOHNNY**—Deep dark red. Probably the best Pompon. Roots 35c.

**LILIAS**—Cream ground, heavily suffused pink. Roots 50c.

**LITTLE BEESWING** — Yellow, heavily tipped cherry red. Roots 35c.

**MARY MUMS** — A deep mauve color on long stems. Roots 50c.

**MIDGET**—Peach pink. Roots 50c.

**NEATNESS**—Amber and rose. Roots 50c.

**NELLIE FRAZIER** — Light ground, edged and tipped with rose. Roots 25c.

**REGULUS**—Cerise purple. Roots 25c.

**SAN TOY** — White, tipped carmine. Graceful. Roots 25c.

**SNOW CLAD**—Pure white. Roots 25c.

**SUNNY DAYBREAK** — Yellow, tipped carmine. Roots 35c.

**SUNSET**—Delightful orange. Roots 25c.

**YELLOW GEM**—Canary yellow. Roots 35c.

**FIVE POMPON ROOTS**, my selection, all different and correctly labeled, \$1.00.

**TWELVE POMPON ROOTS**, my selection, all different and correctly labeled, \$2.00.

One each of the above **TWENTY-FIVE POMPON ROOTS**, correctly labeled, \$7.00.

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Order Early and Avoid Disappointment

## GLADIOLUS

Bulbs all first size (1½ in. up) except where noted.  
M.—medium size (1 in. up). S.—small size (¾ in. up).  
Six at the dozen rate—25 at the hundred rate

- ALBANIA** — Pure white. Splendid flower. 5c each; 50c per dozen; M.—\$2.00 per 100; S.—\$1.00 per 100.
- ALBATROSS** — Very large fine white from Europe. A really fine Gladiolus. 50c each.
- ALICE TIPLADY**—Bright orange saffron. Really a good prim. 5c each; 50c per dozen; Large—\$3.00 per 100; M.—\$2.00 per 100; S.—\$1.00 per 100.
- AIDA**—Rich dark violet from Europe. 25c each.
- AMERICA**—Lavender pink. An old standby. 5c each; 50c per dozen; Large—\$3.00 per 100; M.—\$2.00 per 100; S.—\$1.00 per 100.
- BENGAL TIGER** — Tawny red overlaid with purple. Large flowers of an unusual color. 5c each; 50c per dozen; M.—35c per dozen.
- BREAK O' DAY**—Delicate pink. Early. 5c each; 50c per dozen.
- CHICAGO WHITE**—Very early white. 5c each; 50c per dozen.
- CORYPHEE**—Beautiful pink from Europe. 50c each.
- CRIMSON GLOW**—A scarlet red flower on a very graceful stem. 5c each; 50c per dozen; M.—35c per dozen.
- DR. F. E. BENNETT**—Most perfect fiery red on the market. Very large. Wonderful. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- E. J. SHAYLOR**—Deep rose pink, ruffled. 5c each; 50c per dozen; M.—35c per dozen.
- FERN KYLE**—Large creamy white. 6c each.
- GIANT NYMPH**—La France pink with yellow throat. Large handsome blooms. Among the best. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- GOLDEN SWALLOW**—Ruffled. Clear, soft yellow. 7c each; 75c per dozen.
- GRETCHEN ZANG**—Soft coral pink. Blooms large and beautiful. 5c each; 50c per dozen; M.—30c per dozen; S.—20c per dozen.
- HALLEY**—Salmon pink. Very early. A good garden flower. 5c each; 50c per dozen; M.—30c per dozen; S.—20c per dozen.
- HEAVENLY BLUE**—Tall straight spike of delicate sky blue. Very fine. 25c each; M.—15c each.
- HENRY FORD**—Very dark purple. A popular color. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- JACK LONDON**—Salmon pink. 7c each.
- JOE COLEMAN**—Ruffled. Rich red. 7c each.
- JOERG'S WHITE** — Exceedingly large white flower. 15c each; M.—10c each.
- KUNDERD'S YELLOW WONDER** — Beautiful buttercup yellow. 6c each; 60c per dozen.
- LE MARECHAL FOCH**—Early. Light rose pink. 5c each; 50c per dozen; M.—30c per dozen.

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- LILY WHITE**—Good. Medium-sized flowers. Pure white. 5c each; 50c per dozen; M.—30c per dozen.
- LOS ANGELES**—Orange toned pink. A most pleasing color. 5c each; 50c per dozen; M.—30c per dozen; \$2.00 per 100; S.—\$1.00 per 100.
- MARIE KUNDERD**—Beautiful ruffled white. 6c each.
- MARMORA**—Large fine smoky from Australia. 25c each.
- MARY PICKFORD**—Pretty white. 5c each; 50c per dozen.
- MING TOY**—Buff yellow. Splendid cut flower prim. 5c each; 50c per dozen; M.—30c per dozen; \$2.00 per 100.
- MISS MADISON**—Fine large pink. 5c each; 50c per dozen; M.—35c per dozen.
- MINUET**—Very best lavender on the market. 15c each.
- MRS. F. C. PETERS**—A much admired lavender. 5c each; 50c per dozen; M.—35c per dozen.
- MRS. FRANK PENDLETON**—A grand flower. Bright rose pink with red blotch in throat. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- MRS. LEON DOUGLAS**—One of the largest Glads in existence. Begonia rose, striped with flame. 5c each; 50c per dozen; M.—35c per dozen.
- MRS. VAN KONYNENBURG**—Deep blue from Europe. 20c each.
- NORA**—Grayish lavender, purple stripe on lower petal. 5c each; 50c per dozen; M.—35c per dozen.
- ORANGE WONDER**—Solid orange colored flower on splendid spike. 25c each; M.—15c each.
- PEACE**—White with rose blotch on lower petals. Very tall spike. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- PRIMROSE PRINCESS**—Clear yellow on tall spike. 20c each.
- PRINCE OF WALES**—A very popular early salmon pink. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- ROSE ASH**—Ashes of roses color. A great favorite. 5c each; M.—35c per dozen.
- ROSE 1910**—Beautiful rose color, a shade very popular. 5c each; 50c per dozen; M.—30c per dozen; \$1.50 per 100; S.—75c per 100.
- SCARLANO**—Brilliant orange red. 5c each; 50c per dozen.
- SCHWABEN**—Canary yellow. A real cut flower. 5c each; 50c per dozen; M.—30c per dozen; S.—20c per dozen.
- TYCKO ZANG**—Tall, sturdy spike with very large salmon pink flowers. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.
- WILBRINK**—Pale pink. Lower petals with purple blotch on yellow ground. Early and good. 5c each; 50c per dozen; M.—30c per dozen; S.—20c per dozen.
- WOLVERINE**—Light coral pink, mottled deeper with rose blotch on lower petal. Dainty. 5c each; 50c per dozen; M.—35c per dozen; S.—25c per dozen.

# Dahlia Specials

**\$1.00—Value about \$3.00**

6 roots properly tagged, all different. A wonderful bargain.

**\$2.00—Value about \$5.00**

12 roots properly tagged, all different. No varieties in the \$1.00 collection used in the \$2.00 one. A great buy.

**\$2.00—Value \$3.50**

One root each of the following:

E. C. Bull, Fort Washington, Marmion, Jane Cowl.

**\$5.00—Value \$8.25**

One root each of the following: Fort Monmouth, J. D. Torbert, G. L. Farnum, Eagle Rock Beauty, Jane Cowl.

**\$4.00—Value \$6.50**

One PLANT each of the following: American Triumph, Mardi Gras, E. L. Quadling, J. D. Torbert, Kemp's Violet Wonder, Fort Monmouth.

**\$10.00—Value \$15.00**

One PLANT each of the following: Monmouth Champion, Mrs. A. B. Seal, Josephine G, Eagle Rock Gem, Kathleen Norris, White Dutchess, Waldheim Sunshine, Regal, Seal's Californian.



# Gladiolus Specials

100 First size bulbs, mixed, at least 20 varieties—\$2.00.

100 Medium size bulbs, mixed, at least 20 varieties—\$1.00.

100 Small size bulbs, mixed, at least 20 varieties—50c.

100 First size bulbs, mixed, many fine varieties—\$3.50

100 First size bulbs, mixed, many very fine varieties—\$5.00.

500 First size bulbs, mixed, many colors—\$8.00.